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1947

New Home Orchard PLANNING GUIDE



COMPLIMENTS
STARK BROS. NURSERIES

at Louisiana, Mo., Since 1816

Serving America's Fruit Growers

YOUR HOME GARDEN Brings Health and Strength

*From Delicious Home-Grown Fruit You Get A Wealth of
Health-Giving Nutritious Food Throughout the Year*
"FRUIT — The Healthful Answer to Sugar Needs"

"The Sugar Shortage served to emphasize the importance of fruit in the diet of the American people. From a nutrition standpoint, it is better to get a large part of our sweets from fresh and dried fruits and vegetables.

Meeting a larger part of the sugar needs of our bodies through consumption of fruits

From Home-Grown Fruit You Get:—

VITAMIN "A" ----This vitamin helps the eyes, wards off colds and other infections as well as promotes growth. When Vitamin "A" is left out of the diet, eye trouble, such as night blindness and infection of the eyes, has resulted.

VITAMIN "B" ----With Vitamin "B" from fruits a healthy nerve system is maintained. Lack of Vitamin "B" causes neuritis.

VITAMIN "C" ----Vital to the maintenance of sound bones and teeth. This vitamin has long been a cure for scurvy, but is still more important in overcoming body poisons.

VITAMIN "G" ----This is the appetite vitamin. It promotes digestion and growth which makes for healthier people.

and vegetables may mean better health, for such foods are rich in the protective minerals and vitamins.

Because fruit supplies minerals and vitamins and sweetness in abundance, it is the pleasant-to-take answer to less digestible ordinary sugar." Excerpt from American Fruit Grower Magazine Editorial.

MINERALS ----Essential minerals are available in fruits including Calcium, Phosphorous, and Iron. These are all important elements of the body for complete health. They play a vital part in bone building and making red blood as well as keeping a balanced condition in stomach and other internal tissues.

Leading medical authorities are recommending apples in various forms as a definite cure for intestinal diseases of infants.

PECTIN ----The pectin in fruits promotes proper intestinal activity. It combines with water to form non-irritating bulk, helps to cure intestinal troubles by serving as a potent healing agent on internal membranes.

ROUGHAGE ----Scientific research has proved that fruits serve as a mild gentle laxative inducing regularity. Fruit helps keep intestinal tract normal and trouble free.

ENERGY ----Home orchard fruits have an ample supply of dextrose sugar in pre-digested form, thus being available instantly for energy but non-fattening. Fruit is an important factor in reducing diets.

DENTIFRICE ---Fruits serve as nature's toothbrush, giving gum massage and bone exercise.

Dr. H. T. Knighton of the University of Louisville reported at American Dental Association that in recent tests three minutes of tooth brushing plus mouth rinsing with antiseptics killed 64.3% of mouth bacteria.

Chewing apples killed 96.7% of bacteria.



"In the apple, nature has prepared for us the most compact package of health-giving food that we possess"—Dr. Ira Manville, National Authority, Oregon School of Medicine.

Alarming Apple Orchard Shortage Shown by Official U.S. Dept. of Agriculture Census Figures

**151,000,000 Fewer Apple Trees on U. S. Farms NOW Than in 1910
To Feed 61,000,000 More People Than in 1910**

From all indications, the present acute fruit shortage will continue for years. Neglect, destruction and lack of new orchard plantings in war-torn Europe, as well as the existing shortage of fruit trees in American orchards, is creating an unparalleled demand and alarming shortage in supply of American grown fruits.

Failure to plant new Apple Orchards during the past 20 years to keep pace with a growing population and greatly increased demand, both at home and abroad, has deprived

many people of their usual supplies of delicious, health-giving fruit. Many people wonder why ordinary apples sell for 12½ to 15c per pound, but too few stop to consider that they can easily and economically GROW THEIR OWN in their own back yards.

Crab Apples, Apricots, Cherries, Peaches, Pears, Plums, Grapes and Berries also can easily be grown in the back yards and home orchards, and just one bushel of this nutrition-filled fruit will pay the entire cost of the tree.

“GROW YOUR OWN—BE SURE”

Urges National Garden Institute—Washington, D. C.

“The delights of home grown fruits were long appreciated in early days. They need to be more appreciated again, especially as we now value their health-giving qualities so much more than formerly.

“Adequate supply of home grown fruit for the family will serve not only to balance the Nation’s diet, but will help to provide better economic

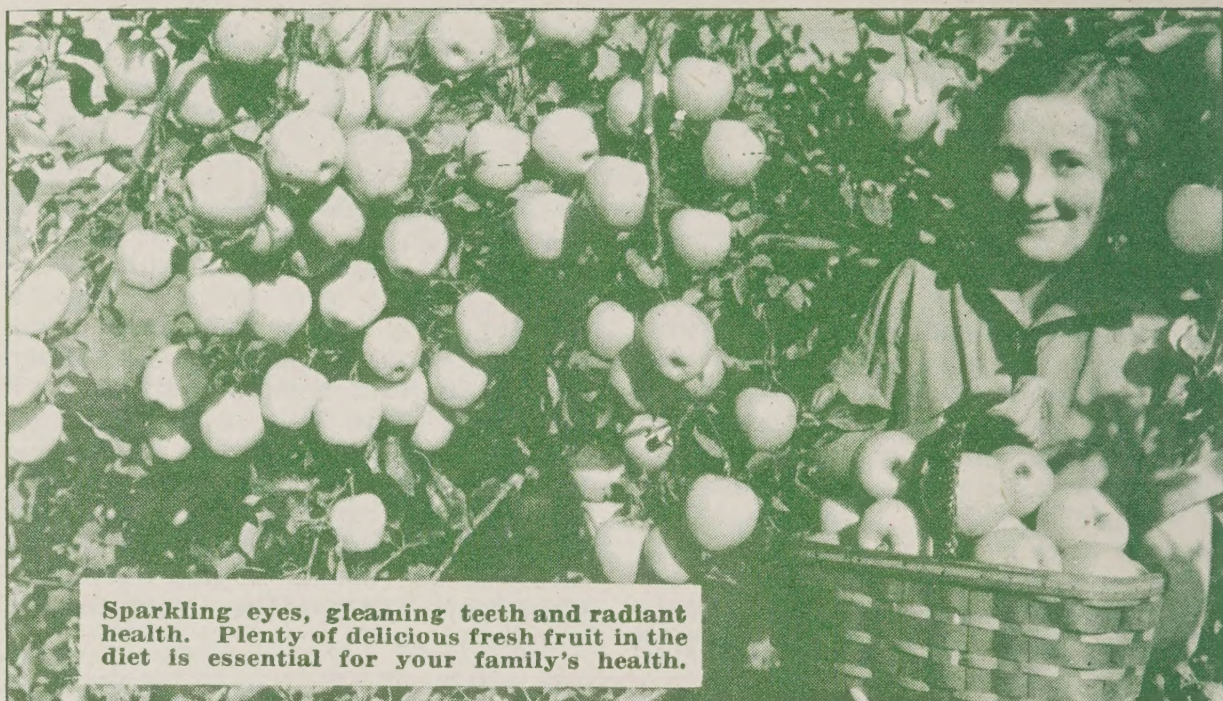
security and better living. It is recommended that every farm, town and suburban family with suitable ground space, wherever some kind of fruit can be grown, make plantings of small fruits, grapes and tree fruits for home consumption . . .”

BE SURE to have enough delicious fruit for a nutritious diet—at least two servings each day. GROW YOUR OWN.



There's a lot of joy and satisfaction in having a pantry filled with home-made jellies, jams, preserves and canned fruits—and it surely cuts the cost of living.

“Vitamins for Health” Gardens will assure year-round supplies of delicious home grown nutritious food—bringing us all greater health and strength for greater living enjoyment.



Sparkling eyes, gleaming teeth and radiant health. Plenty of delicious fresh fruit in the diet is essential for your family's health.

PLAN YOUR FRUIT GARDEN CAREFULLY

Proper planning of a garden makes for better use of the land, increased production and higher quality. Important considerations in the plan should be the dimensions of the land available for the garden and the size of the family. Personal preference for certain fruits and vegetables also is an important factor in formulating the plan. The amount that you can raise will depend on your available space. If it is limited, you should concentrate on growing the items that are usually more expensive on the market, such as high priced fruits, etc.

Two Story Farming

In the old countries where space is limited they make the most out of every square foot of land by "two and three story farming". Their small fruits and vegetables are grown on the first floor, grape vines on the second floor, and the tree fruits on the third floor. This is especially adapted to the city or suburban situation here in the United States where space is limited and you want to get the most out of a limited area.

See the following page for a chart of the food requirements of your family and plan your garden accordingly. On the following pages you will also find some suggested layouts for different sized gardens. They can be adjusted to meet the size and space of your garden.

Winter requirements should also be taken into consideration and your canning, freezing and drying requirements should be planned well in advance of planting time.

We suggest that you note the following chart for the suggested servings per year for each person. Multiply by the number of persons in your family and you have the amount you will need for the year. Then check your area available for gardening and raise as much as possible of these requirements. Of course it will somewhat depend on personal likes and dislikes for the different fruits and vegetables. You can reduce the amount of one and add to others to suit your own preference.

By careful planning many farm and city families can raise a large percentage of their entire yearly food supply. Many home gardeners have an abundance of surplus products for selling to neighbors or over a small roadside stand.

Your Annual Necessary Food Supply; How Much To Plant, Preserve and Eat.

Servings for each person in your family — if you have 4 in your family multiply these figures by 4, etc.

Servings and amounts based on College of Agriculture figures.

Fruit or Vegetable	Suggested servings per person per year	Amount to store or preserve for each person	Amount to plant per person	Distance between rows
Apples	360	3 bu.	1 tree	20-30 ft.
Peaches	100	12 qt.	1 tree	15-20 ft.
Pears	50	9 qt.	½ tree	18-27 ft.
Cherries	30	6 qt.	½ tree	17-27 ft.
Plums	30	5 qt.	½ tree	16-20 ft.
Apricots	20	5 qt.	½ tree	18-27 ft.
Berries (Red Raspberries (Black " (Blackberries	60	8 qt.	40 plants or more	3 ft.
Grapes	30	6 qt.	3 vines	6-10 ft.
Strawberries	50	4 qt.	20 plants	15 in.
Asparagus	50	6 qt.	20 crowns	1-2 ft.
Rhubarb	50	4 qt.	10 crowns	1-2 ft.
Tomatoes	300	30 qt.	15 plants	3 ft.
Cabbage	180	50 lb.	36 plants	2 ft.
Lettuce	90	15 ft.	16-18 in.
Spinach	40	6 pt.	30 ft.	14-18 in.
Carrots	120	30 lb.	30 ft.	12-18 in.
Turnips	60	15 lb.	25 ft.	12-15 in.
Beets	60	10 lb.	20 ft.	1 ½-2 ft.
Parsnips	15	10 lb.	6 ft.	2-3 ft.
Onions	60	12 lb.	20 ft.	1-1 ½ ft.
String Beans	50	8 qt.	60 ft.	1 ½ ft.
Broccoli	10	8 plants	2 ft.
Celery	10	8 plants	2-3 ft.
Peas	30	4 pt.	45 ft.	3 ft.
Drying Beans	40	7 lb.	105 ft.	18 in.
Corn	50	11 pt.	100 ft.	3 ft.
Potatoes	685	3 bu.	400 ft.	2 ft.
Sweet Potatoes	50	½ bu.	50 ft.	2-3 ft.
Squash	30	10 lb.	4 plants	2-3 ft.

How to store, see pages 13-14.

CITY AND SUBURBAN FRUIT GARDENING

Two story gardening has been practiced for centuries in Europe where **space is limited** and it is essential that you get the most out of every foot of land. This type of gardening adapts itself to the city or **suburban** back yard. You grow your small fruits and vegetables on the **first floor** of your garden and the tree fruits on the **upper floor**. This can **multiply the production** from your limited space.

The dimensions of this garden are 30 by 50, but it will be easy for you to adapt it to **your own small back yard** dimensions. Keep in mind the importance of growing the more expensive items such as fruits. Here it is also important that you **combine food production with ornamental beauty**. In these times, when you plant a tree for ornamental uses or shade, it should be a **fruit tree** or a

fruit bearing vine. Let your trees serve a **triple purpose** — for food and **shade and beauty**. In the spring, fruit tree blossoms will add delightful beauty to your garden at a time when few if any other plants are in bloom, giving an early rich life to your garden. Cutting fruit tree flowers will help in your regular pruning process and at the same time give plenty of the most fragrant cut flowers for the home. Then as the season progresses you harvest a bountiful crop of **highest quality tree-ripened fruit** from your own trees. Tree-ripened fruit has richer flavor and **more fruit sugar content**. The **last few days** on the tree bring the quality to its highest. Shrubs and other border plants can be berry bushes and grape vines. Grape arbors give excellent ornamental effects. There is a **fruit bearing plant** for every ornamental situation.

Fruit — A Most Important Part of Your Garden

Prof. Talbert, Univ. of Mo., says: "It is now recognized that **FRUIT**, one of the **EXPENSIVE** kinds of food, must be present in generous amounts in the healthful diet."

There are other **outstanding ad-**

vantages about fruit plants. They are long lived and yet their first cost is surprisingly low. They **increase in value year after year** instead of decreasing in value as do man-made things — houses, autos, clothing, etc.

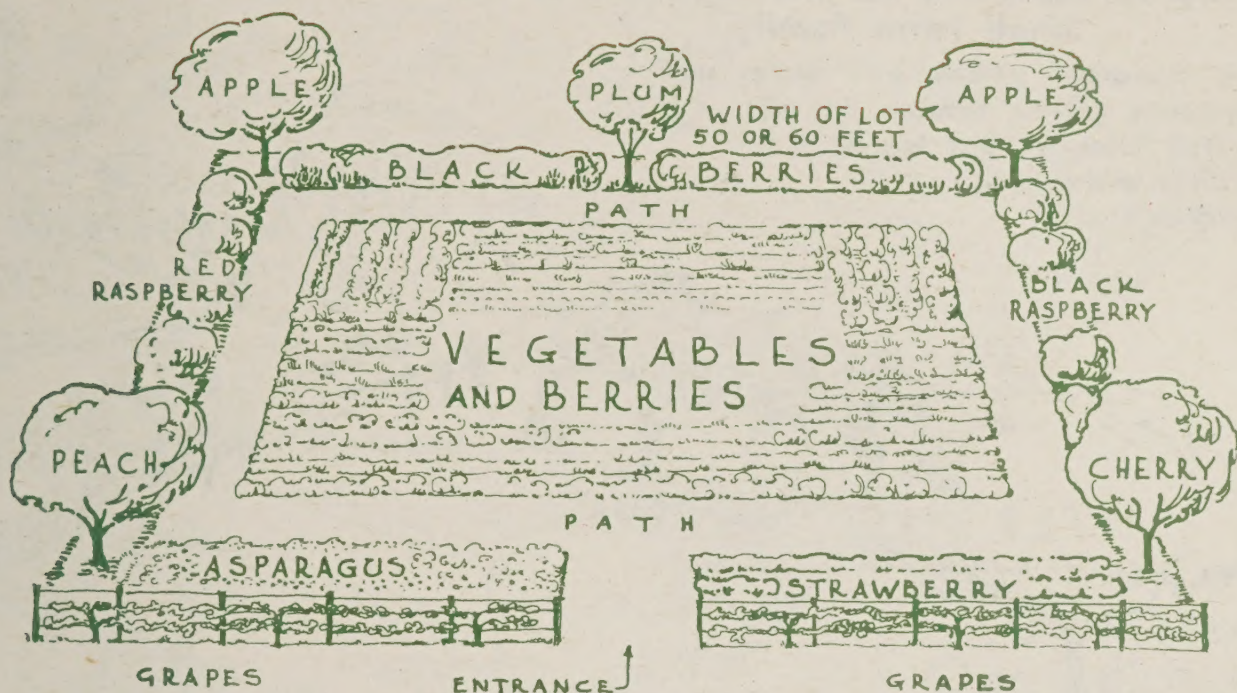
19½% Increase in Sugar in Last Few Days On Tree

In reporting analyses by Dr. O. W. Davidson in 1941, the N. J. Horticultural Society has shown that J. H. Hale Peaches **increased 19½% in sugar content in last few days** on the trees while the fruit was developing from the **firm ripe stage** to the **fully tree-ripened condition**.

The N. J. Horticultural Society News states: "In these times when so much attention is given to the **sugar shortage** it is well to call attention to the fact that there are **many other sources** than refined sugar. The **tree fruits contain sugar** and the **young folks like it** in that form. Many youngsters will eat a **ripe apple or a peach** when they refuse to eat bread, cookies or even cake. . . . These results (Dr. O. W. Davidson's tests) emphasize the importance of **fully ripe peaches** not only from the standpoint of **higher sugar content** but because of lower acidity & much better edible quality."



Children love fruit — it's natural fruit sugar, vitamins, minerals, etc. are easily digested and bring health and strength.



The above suggested arrangement is especially suitable for a back yard where space is limited. It demonstrates how you can get double duty from your ground through "two-story" gardening — fruit trees above and berries and vegetables below.

THE SMALL YARD HOME GARDEN

Where Space is Limited Make the Most of Every Square Foot

This layout is adapted to the city or suburban small back yard.

Fruit Trees

Stark Golden Delicious Apple
Summer Champion Apple
Stark Early Elberta Peach
Early Gold Plum
Montmorency Stark Cherry

Small Fruits

Lucille Grape Niagara Grape
Concord Grape
Red Raspberry Blackberry
Black Raspberry Strawberry

Vegetables

Asparagus Beans
Rhubarb Peas
Lettuce Spinach
Radishes Mustard Greens
Tomatoes Carrots
Eggplant Beets
Chinese Cabbage Cabbage
Onions

(See Chart on page 5 for number of plants and planting distances.)

Here it is important that you practice "two story" gardening in order to get the most out of the limited available space.

Grow the more expensive crops that do not utilize too much space, such as apples, peaches, cherries, tomatoes, carrots, etc. Two crop gardening can be practical — an early garden to be followed by a later garden. As some of the early vegetables are harvested they can be re-

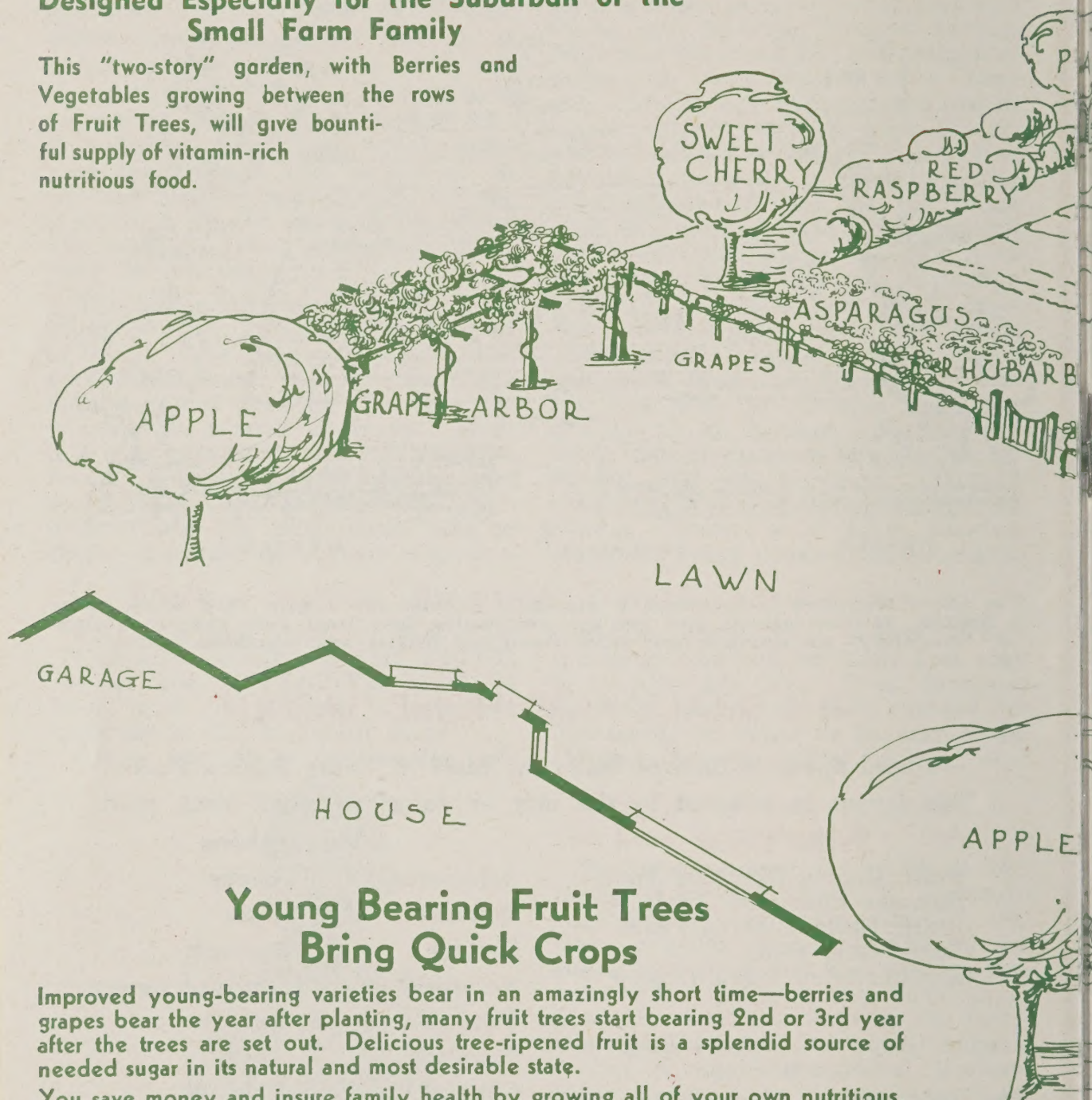
moved, the ground prepared and another crop planted. Many people raise two and three crops per year in this way.

You will be most pleasantly surprised when you see the harvest of fruit and vegetables from this plot of ground in a year's time. Careful planning and proper care of the trees and plants can give you enough to cut your family grocery bills to a minimum.

COMPLETE HOME GARDEN

Designed Especially for the Suburban or the Small Farm Family

This "two-story" garden, with Berries and Vegetables growing between the rows of Fruit Trees, will give bountiful supply of vitamin-rich nutritious food.



Young Bearing Fruit Trees Bring Quick Crops

Improved young-bearing varieties bear in an amazingly short time—berries and grapes bear the year after planting, many fruit trees start bearing 2nd or 3rd year after the trees are set out. Delicious tree-ripened fruit is a splendid source of needed sugar in its natural and most desirable state.

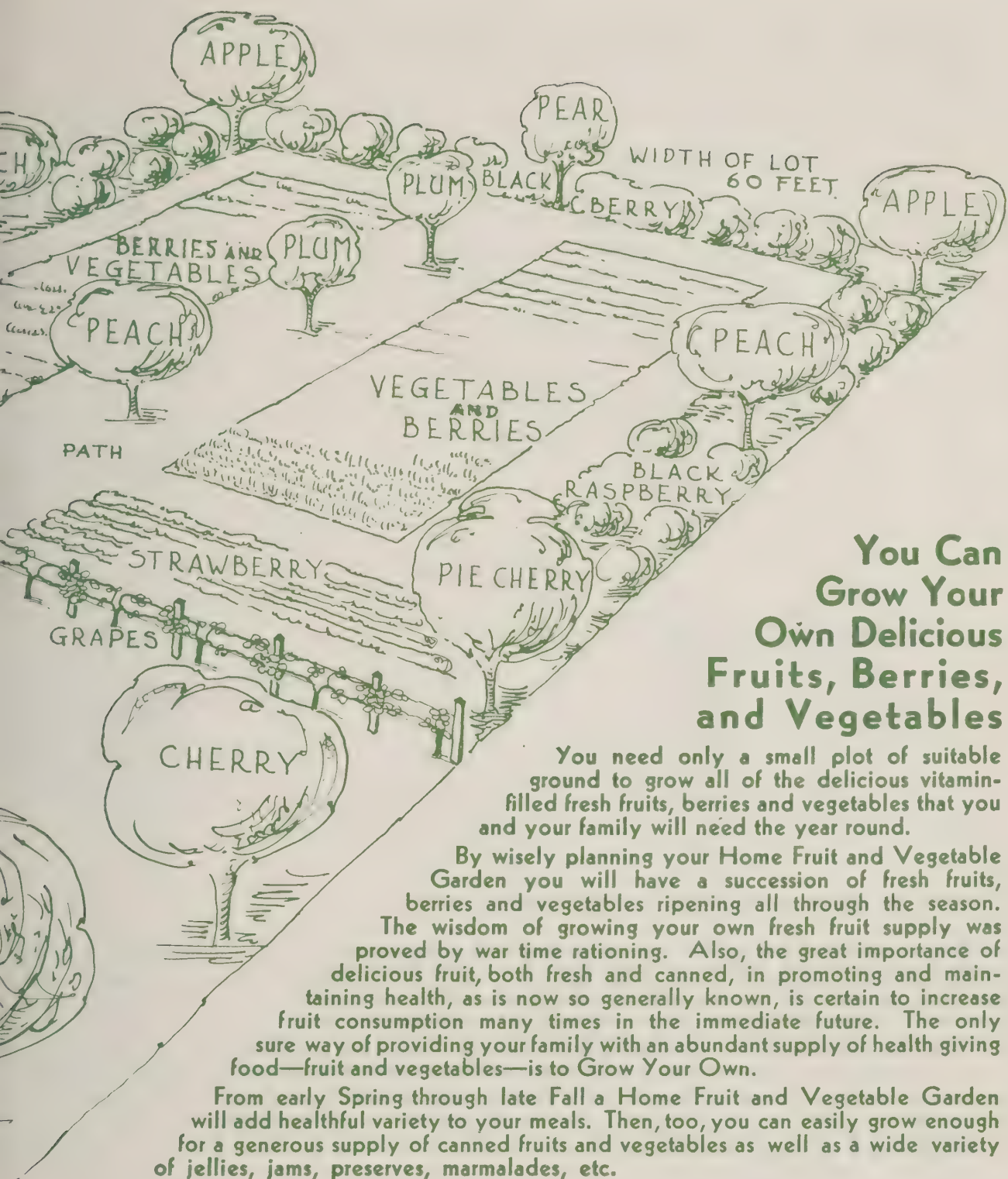
You save money and insure family health by growing all of your own nutritious, health-giving foods. Grow enough Fruits, Grapes, Berries and Vegetables to assure your family an abundant supply all summer with plenty for storing, canning and preserving for winter use.

Quick-Bearing Fruit Trees for An Abundance of Fruit All Season

Stark Golden Delicious Apple
Lodi (Early Golden) Apple
Starking Apple (Yard)
Wealthy Apple (Yard)
Stark Early Elberta Peach
Burbank's July Elberta Peach

Hal-Berta Giant Peach
Early Gold Plum
Omaha Plum
Stark Seckel Pear
Montmorency Stark, Pie Cherry
Stark Gold, Sweet Cherry
Black Tartarian Imp. Cherry (Yard)

(See Chart page 5 for number of plants and planting distances.)



You Can Grow Your Own Delicious Fruits, Berries, and Vegetables

You need only a small plot of suitable ground to grow all of the delicious vitamin-filled fresh fruits, berries and vegetables that you and your family will need the year round.

By wisely planning your Home Fruit and Vegetable Garden you will have a succession of fresh fruits, berries and vegetables ripening all through the season. The wisdom of growing your own fresh fruit supply was proved by war time rationing. Also, the great importance of delicious fruit, both fresh and canned, in promoting and maintaining health, as is now so generally known, is certain to increase fruit consumption many times in the immediate future. The only sure way of providing your family with an abundant supply of health giving food—fruit and vegetables—is to Grow Your Own.

From early Spring through late Fall a Home Fruit and Vegetable Garden will add healthful variety to your meals. Then, too, you can easily grow enough for a generous supply of canned fruits and vegetables as well as a wide variety of jellies, jams, preserves, marmalades, etc.

Grapes and Small Fruits

Raspberry

Black Raspberry

Blackberry

Strawberry

Vegetables

Asparagus

Rhubarb

Parsley

Beans

Peas

Squash

Potatoes

Swiss Chard

Cabbage

Broccoli

Sweet Corn

Onions

Sweet Potatoes

Beets

Turnips

Spinach

Carrots

Radishes

Lettuce

Large Complete Home Garden

Fruits and Vegetables for Your Table Every Day of the Year

That's what this garden will give your family, and there will be **some to sell** to your neighbors and through the local stores. This layout requires about $\frac{1}{2}$ acre and will really turn out the **vitamin rich fruits and vegetables** in quantity for the **medium and large family**. Truly an abundant harvest of highest quality, well ripened fruits and vegetables **at a negligible cost**. This will give your family the best for **almost no cash outlay**.



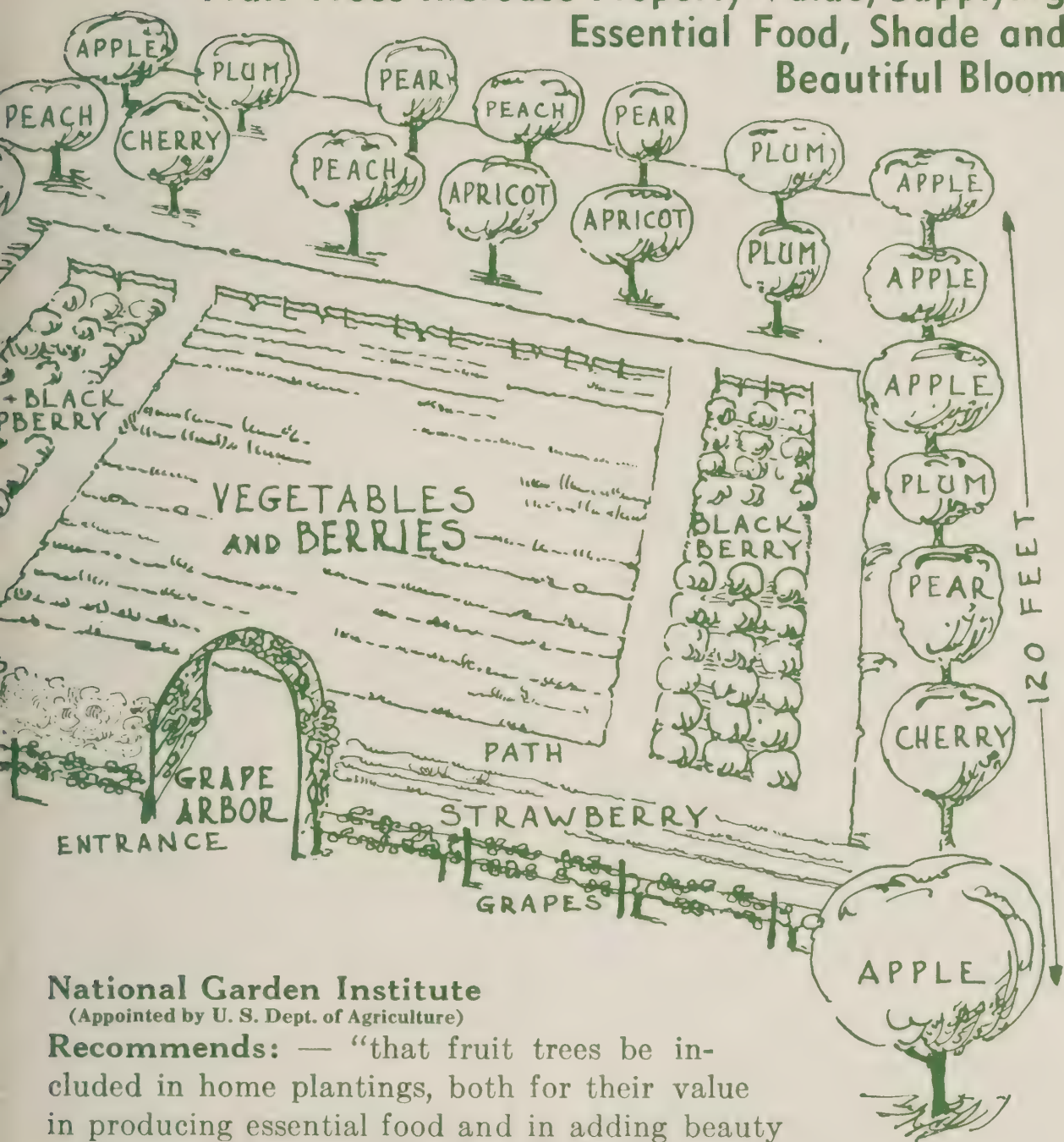
You won't have to worry about food shortages and high prices if you have this garden in your back yard or on the farm. Your pantry will be full to the brim with **highest quality canned and preserved fruits** and vegetables, and the cellar packed full of other stored part of your **annual home food supply**. If living costs go up, you will hardly know it so far as higher food prices are concerned. If you have the space, you owe it to your family to grow this complete "**Vitamins for Health**" garden.

Fruit Trees that Produce Rich, Juicy, Sugar-laden Food from Spring until Winter

Stark Golden Delicious Apple 2 trees
Jonared Apple
Early Red Bird Apple
Lodi (Impr. Y. Transparent) Apple
Stark King David Apple
Red Wealthy Apple
Starking (Dbl.-Red Delicious) Apple
Burbank's July Elberta Peach
Stark Early Elberta Peach
Hal-Berta Giant Peach
Late Elberta Peach
Lincoln Pear

Duchess Pear
Anjou Pear
Kieffer Pear
Stark Seckel Pear
Early Gold Plum
Big Mackey Damson Plum
Omaha Plum
America Plum
Wilson Delicious Apricot
Stella Apricot
Stark Gold Sweet Cherry
Montmorency Stark Pie Cherry

Fruit Trees Increase Property Value, Supplying Essential Food, Shade and Beautiful Bloom



National Garden Institute

(Appointed by U. S. Dept. of Agriculture)

Recommends: — “that fruit trees be included in home plantings, both for their value in producing essential food and in adding beauty to the home grounds.”

Small Fruits for Fresh Use, Preserving, Canning and Juice

Black Raspberry
Red Raspberry
Blackberry

Concord Grape
Niagara Grape
Moore Early Grape

Lucille Grape
Hicks Grape
Strawberries

Vegetables

Asparagus
Rhubarb
Lettuce
Radishes
Parsley
Tomatoes
Cabbage
Turnips
Carrots

Beets
Sweet Peppers
Parsnips
Onions
String Beans
Lima Beans
Broccoli
Celery
Peas

Swiss Chard
Chinese Cabbage
Okra
Salsify
Corn
Potatoes
Sweet Potatoes
Squash
Melons

Successful Fruit and Vegetable Garden Culture

Here's How You Can Produce Much of Your Own Home Food Supply

For both the fruit trees and vegetables, careful preparation of the soil prior to planting will pay big dividends. The cultivation given the small fruits and vegetables **between the rows** will **automatically cultivate the young fruit trees**. While the trees are young they can be **interplanted with small fruits and vegetables**. Also fruit trees can be planted at edges of the regular garden area. Some gardeners prefer to mulch the fruit trees (with straw, manure, grass, etc.) as they grow older instead of cultivating, to save time. Also those fruit trees planted in the yard for shade, blossom and food, can be mulched or left in grass sod after they are started.

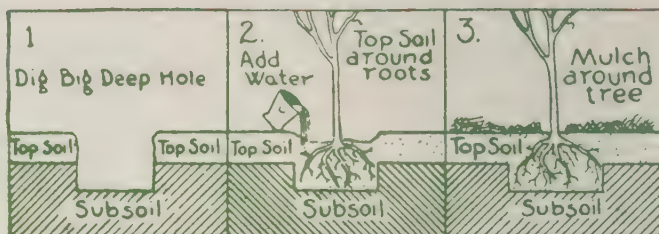
Preparing the Soil

If the garden is large enough to be plowed this can be done in the fall or early spring. Where spading is done in the smaller gardens this is usually done in the spring just as soon as the soil is in workable condition. Good soil preparation consists of thoroughly turning all the soil with a plow or spading fork. Then the soil should be carefully worked down to a well pulverized condition with a rake and hoe for the small plot and disc and harrow in the larger plots.

Planting

Fruit trees are planted in the fall or spring. Nurseries keep a careful check on weather conditions in the various sections so as to have the stock **in your hands at the best time** for planting in **your area**.

It is a good plan to soak the trees over night, submerged in water, be-



fore planting, especially if there has been some delay in planting.

In selecting the site for your home orchard it is advisable to have it near the house if possible, not only for convenience but because it adds ornamental value to your home property. If the soil in the vicinity of house is thin, add a little manure.

Either prepare the land as you would for any other farm crop or garden, or arrange to mulch the trees after planting. If the mulch system is used, it is not necessary to cultivate land before planting.

Do not expose trees to sun, wind or freezing. **Keep roots covered** with a wet sack while digging the holes.

Dig the holes **big enough** to easily accommodate the roots without any bending. **Do not plant too deep**. Set the tree in the center of the hole at a depth about two inches deeper than it stood in the nursery row. Fill the hole three-fourths full of good top soil and **tamp it firmly** as you add each shovelful. It is of prime importance that the entire root system is in close contact with the soil.

When hole is about three-fourths full, pour in two gallons of water and **allow the water to soak in** before filling the balance of the hole. If possible use only the **rich top soil** to entirely fill the hole. Leave the surface of the soil loose. **DO NOT ADD ANY FERTILIZER IN THE HOLE AS YOU FILL IT**. Manure and commercial fertilizers should be put **on top of the soil** only after the tree is planted, otherwise there may be some root injury. Be sure that your trees are **so firmly set** that they cannot be pulled up without a great deal of difficulty (see diagram above).

IMPORTANT: Make a record of location of trees; then remove label wires to prevent cutting limbs.



Apple tree before and after pruning

Study These "Before and After" Pruning Diagrams

Prune trees as per the instructions on the back of the tag that accompanies the tree shipment. After this pruning **at planting time**, very little will be necessary until the trees come into bearing. Remove annually any dead or injured branches. Also remove weaker, crossing or interfering branches each year.



Peach tree before and after pruning

Canning Fruits and Vegetables

Home canning is **simple, easy, practical and economical**. Due to the tin shortage, glass jars will probably be used by most home canners. Special types of jars are available to serve every purpose in home canning. They are reasonably priced, easily obtainable, and can be used for many years with special care and attention. Most **modern cookbooks** have a section devoted

exclusively to proper canning and preserving of fruits and vegetables. The **Department of Home Economics** at your State College of Agriculture Experiment Station also has an abundance of free publications on this subject which are yours for the asking. Container manufacturers, such as the Ball Brothers of Muncie, Indiana, will also be glad to supply you complete information on canning and preserving.

Winter Storage of Vegetables

To produce a surplus of vegetables for storing should be a part of every gardener's plan. By a "storing surplus" is not meant a miscellaneous collection of whatever vegetables are left in the garden when the fall frosts come, but **crops planted especially for storing**. These are beets, carrots, squash, cushaws, cabbage, sown in June; and turnips sown in August. Parsnips and salsify, sown in March or April. Sweet potatoes and late potatoes make the list more complete.

Parsnips and salsify present no storage problem, for they may be left in the rows in which they grow.

As for the others they should be stored in your basement, cellar, or in pit storage—see details below. If stored in the basement adequate ventilation should be provided, so that the temperature and humidity can be controlled. In the fall it is advisable to open the storage and let in the cool night air and keep closed during the day. If storage becomes too dry, sprinkle the floor with water.

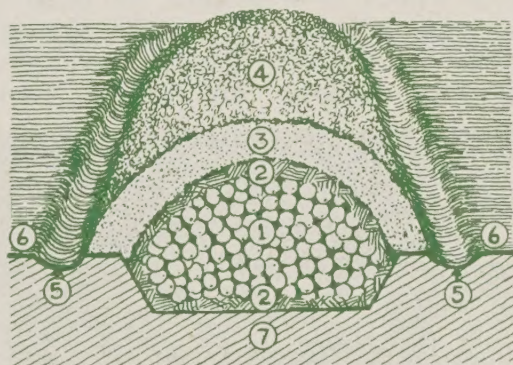
Home Storage of Fruit

A portion of the basement of any house may be adapted to use as a store room. It is desirable to select a space that has a window leading directly outside for ventilation purposes. The outside storage cellar found on many farms also makes a good fruit storage.

In the fall while the days are still warm, it is a good idea to open up the storage room **at night** and then leave it closed during the day. Provisions should be made to guard against temperatures below 29 degrees. The best temperature range is from 33 to 40 degrees. If the fruit shows any tendency to shrivel, it is a sign that the humidity is low and this can be corrected by an occasional **sprinkling of the floor** of the storage room. If molds are in evidence, there is an excess of moisture in the air and the storage room should be thoroughly ventilated. **Ample humidity** is very favorable for apples.

Fruits that you intend to store should be **fully mature** and should be

very carefully handled and packed. To maintain a maximum of quality, fruits should be placed in the storage room **immediately after harvesting**.



OUTSIDE PIT STORAGE

Pit storage described on page fourteen.
1. Pile of apples or vegetables. 2. Straw at bottom of trench, on sides and over top. 3. Dirt piled over the straw 12 to 24 inches thick. 4. Top of dirt mound. 5. Trench all around the mound, draining off all surface water. 6. Level of the soil. 7. Cross section to show depth of trench.

Apples are sometimes piled on top of the ground on a well drained slope. Straw is put underneath and over the top of the apples, then cover with mound of dirt 12 to 24 inches thick. Some prefer this method to the pit trench described above.

Storage in Outdoor Pits

Winter apples, pears, root vegetables, cabbage, potatoes, etc. can be kept successfully by burying them in a pit and providing enough earth cover to prevent freezing. (For the Kentucky latitude 12 inches of earth is usually sufficient cover; 18-24 inches may be necessary farther north). (See diagram on page 13).

The pit should preferably be on a **slope** where there is **good surface drainage** away from it. It should be dug 12-18 inches deep and a layer of straw placed on the bottom, sometimes boards are used at sides. The fruit and vegetables are then placed

in the pit as illustrated in figure. Then a layer of straw is placed over them and the dirt mounded up over this 12 to 24 inches deep, depending on climate.

One method is to pack fruit or vegetables in a barrel and bury it in a well drained place.

Much of the success in storing depends on the condition of the vegetables or apples. They should be **mature**, for under-ripe vegetables may wilt, no matter how good the storage conditions are. They should be free from wounds, disease, bruises and cuts. In short, prime quality, careful handling, good ventilation and the right temperature conduce to successful storage.

Marketing Home Grown Fruit

There are numerous ways of marketing that portion of your home orchard fruit that you do not need for home consumption. When your neighbors or local stores learn that you have high quality varieties of **tree-ripened fruit for sale**, they will be pleased to have the opportunity to purchase it from you. The roadside stand is a very profitable and popular way to sell your fruit. This saves a lot of packing and handling costs which is a benefit to both you and your customers. With the good paved roads everywhere, fruit growers can depend on many people

coming to their sales stands for their fruit supplies during the **summer and fall months**. When you furnish your customers with **superior varieties** of high quality **tree-ripened fruit** you get **repeat** customers and build up a group of **regular** buyers. Another good sales channel for your fruit will be your local stores which handle fruits and vegetables. They will welcome the chance to **buy or exchange** your fruit so they can handle this higher quality, fresher, **home grown fruit**, because it means repeat business for them. The stores can **save a considerable amount** on handling and shipping costs when they buy from **local growers**.



Compare the Costs,

Cost of Purchased Fruit

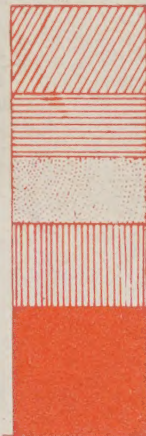
20% Retailers Margin

15% Decay

15% Transportation

20% Packing

30% Growing Cost



Cost of Home-Orchard Fruit

30% Growing Cost

Then Consider the Savings

**You Can GROW Your Fruit MUCH CHEAPER
Than You Can BUY It**

The home fruit grower can grow his fruit even cheaper than the commercial grower. There is less general expense and overhead. Most people consider the care of the orchard as more **recreation and pleasure** than work; so there are little or no labor charges. Actually the **small cost** of spray materials is the **only real expense**. Home orchard care gives **valuable training** to the younger members of the family.

“Children who grow up on farms without an orchard miss some of the **real pleasures of farm life**. There is an **education** to be had from studying plants, and fruit trees furnish the best material for **nature study**. - - - And there is **nothing mysterious** about the culture of fruit trees. A little common sense, a little information readily available and easily acquired, and a little care are all the specialization necessary to grow a home orchard.” O. P. Whipple, Montana Agr. Experiment Station.

“Higher Quality Varieties from Home Orchards”

In the home orchard the fruit can be harvested **tree ripe**, giving the greatest possible **quality** and **greatest food value**.

Victor W. Kelly, Illinois Experiment Station, says:

★ “When the fruit is produced at home it is often possible to grow varieties that are **higher in quality** than can be bought on the market, for **commercial varieties** must be able to withstand packing and shipping, and such characteristics are not always found in varieties that have the best flavor from an eating standpoint.”

If you have fruit in your own orchard **your family** will eat **plenty to maintain health** resulting in a **properly balanced diet**. You will **no longer** have to **skimp** on the **necessary fruit** part of your diet.

There is no substitute for **tree ripened quality** - - - Home grown fruits **taste better**.

People on farms hesitate to buy sufficient fruit—why not grow it?



Plant A Home Orchard for -

HEALTH - - - - An abundant supply of **tasty tree ripened fruit** from your own **Home Orchard** all through the season with plenty for storing and preserving—will **build up** and **protect** your **family's health** and resistance to illness. Home Orchard fruits supply necessary **vitamins, minerals and other health giving materials** which are necessary to **complete health**.

PROFIT - - - - Each year after you have satisfied the family's fresh fruit appetite and have preserved and stored your winter supply, you can easily sell what is left to neighbors, over a roadside stand, or on local markets at a **good profit**. People welcome the opportunity to purchase **high quality tree ripened fruit at a good price**.

BEAUTY - - - - Many people plant fruit trees for beauty alone. **What is lovelier** than an apple, cherry, peach, plum, or pear tree in bloom? Red and Golden fruits also add ornamental beauty to your home grounds. Fruit trees make ideal **lawn trees** especially for the **back yard or outdoor living room**. When a tree is needed along the boundary or corners of your lawn, **why not let it be a fruit tree?**

SECURITY - - - The value of fruit trees **increases annually**. Trees of the right **Stark Young Bearing Varieties** will produce good crops at a very young age and will continue to produce larger crops each year assuring a **continual fruit supply** for fresh consumption during the season with plenty for storing and preserving.

A STARK HOME ORCHARD - - - - Gives you an ample supply of **high quality tree ripened fruit** from your own trees. No similar area on the farm will bring **such great returns**. It will add beauty and greatly **increase the value** of your home property.

We want every Stark customer to succeed with his planting. The Stark Home Orchard Service Bureau will give you FREE advice and additional information whenever requested.

STARK BRO'S NURSERIES & ORCHARDS CO.
Louisiana, Mo.